CLAIMS

1. A method comprising

in a cell of a cellular wireless communication system, altering the SIR of at least one user in a sector of the cell by temporarily reducing transmissions on a forward link in at least one other sector of the cell or a sector in another cell in accordance with a pattern.

2. The method of claim 1 in which the pattern is organized in a sequence of time slots and the pattern defines which of the sectors has transmissions turned on or off in each of the time slots.

3. The method of claim 1 in which the pattern comprises a predetermined fixed pattern that is repeated as time passes.

4. The method of claim 1 also including

determining a current state of transmissions in at least one of the sectors of the cell or a sector in another cell, and

setting the pattern dynamically based on the determined state of the transmissions.

5. The method of claim 4 in which the current state of transmissions includes the scheduling status of transmissions in neighboring sectors in the cell or in one or more other cells

6. The method of claim 5 in which the current state of transmissions includes the transmission rates of some neighbor sectors.

7. The method of claim 4 in which the current state of transmissions includes the next time slot usage.

8. The method of claim 4 in which the current state of transmissions includes the forward link SIR.

9. The method of claim 4 in which the current state of transmissions includes user location.

10. The method of claim 4 in which the current state of transmissions includes a fairness setting.

11. The method of claim 4 in which the current state of transmissions includes an application type of user or QoS.

12. The method of claim 1 in which temporarily reducing the transmissions comprises turning transmissions on and off in selected sectors according to the pattern.

13. The method of claim 12 in which the pattern includes turning off transmissions in other sectors more frequently to help users having lower communication rates.

14. The method of claim 1 also including arranging a frequency reuse factor of one or higher in the wireless system.

15. The method of claim 1 in which the wireless system comprises 1xEV-DO.

16. Apparatus comprising

wireless transmission facilities for more than one sector of a cell, and

control facilities connected to the wireless transmission facilities and configured to alter the SIR of at least one user in a sector of the cell by temporarily reducing transmissions on a forward link in at least one other sector of the cell or a sector in another cell in accordance with a pattern.

17. The apparatus of claim 16 in which the control facilities comprise sector controllers for controlling the wireless transmission facilities for the respective sectors.

18. A medium bearing intelligence configured to enable a machine to effect the actions that comprise:

in a cell of a cellular wireless communication system, altering the SIR of at least one user in a sector of the cell by temporarily reducing transmissions on a forward link in at least one other sector of the cell or a sector in another cell in accordance with a pattern.

19. Apparatus comprising

a sector controller adapted to control transmissions in a sector of a cell of a wireless communication system and to communicate with other sector controllers in the cell or in one or more other cells to coordinate the turning on and off of transmissions in at least one of the sectors based on the transmission state in at least another one of the sectors.